

Course: Data Driven Marketing

credits: 5

Course code CEMB19DMT
Name Data Driven Marketing
Study year 2026-2027
ECTS credits 5
Language Dutch, with parts in English
Coordinator L.M. Terluin

Modes of delivery Lecture
Assessments Data Driven Marketing - Computer, organised by STAD examinations

Learning outcomes*No content available***Content***No content available***Included in programme(s)**

Marketing

School(s)

Entrepreneurship, Communication & Marketing